

ABSTRACT OF THE DISCLOSURE

A message database stores contents of a series of messages given by participants of a network community together with titles thereof. A theme updating part changes appropriately a theme for drawing real intention, such as characteristics, lifestyles, subconscious needs or the like, of a user class of products/services. A part analyzes the contents of messages of the participants of the network community and draws the real intention of the user class of the products/services.

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